

## Partner with Foresight for your strategic business analysis

How do you monitor the results of your funeral home or cemetery? The Foresight Companies' Strategic Business Analysis is our time-tested tool for confirming our clients are on track for success. Our analysis is like an annual check-up with your doctor. Each quarter we provide a thorough physical for your business. Foresight's analysis reveals the strengths and weaknesses of your funeral home or cemetery. Based on our findings and diagnosis, we recommend strategies to secure the financial strength of your enterprise.

Our Strategic Business Analysis provides our clients with timely information and consultation to make confident business decisions. We create a proactive plan with our clients that includes more than 90 Key Performance Indicators.

We advise our clients with both insight and foresight on strategies to improve their profitability, grow their business and ensure a brighter future.



### Why Choose Foresight

**Passion.** We care about your results. Your focus is on serving families. We focus on the financial health of your business.

**Performance.** We take a strategic approach to building solutions and strategies for success for each of our clients. This results in an average profit margin that is many times higher than the national average.

**Personalization.** Our services are tailored to your individual business needs. Many clients want a full suite of services while others need solutions in one specific area of their business.

No one knows the funeral service and cemetery businesses better than we do. No one knows your business better than we will. We have been trusted consultants to the funeral home and cemetery owners and managers for more than 40 years.

# Strategic Business Analysis Services

## Annual Services

- **Budget:** We review the historical operation of your business and partner with you to anticipate your future. We prepare a budget of anticipated Revenue, Cost of Goods and Overhead. We monitor your performance throughout the year against your budget.
- **Pricing Review:** We review your current GPL and make comprehensive pricing recommendations for your business. This review includes a proposed pricing recommendation for merchandise mark-up and service fee. We make package pricing recommendations when appropriate. We work with you to produce a GPL that is accurate and attractive for consumers.
- **Valuations:** We produce a valuation of your company to establish your benchmark. We determine the factors that are driving the value of your business.

## Quarterly Services

Our quarterly review identifies where you stand relative to budget and the necessary actions required to keep you on the right track. We discuss your results and options. The report can include analysis by location, on a consolidated basis or both. Our report will provide over 90 data points including but not limited to:

- Revenue Per Call measurements • Payroll analysis including employee and owner compensation breakdown • COGS and Merchandising analysis • Balance Sheet criteria including Cash, Receivables, Debt management • Preneed examination • Comparisons including regional, like kind business and national averages • Profit distributions measured several different ways

## We want to see our clients be successful in their business

“Foresight’s expertise and guidance in accounting helps me maximize profitably and allows me focus on what’s most important to me - the families we serve. Partnering with Foresight and their strategic business analysis service gives me the functionality and brain trust that’s difficult to have in-house as a small family-owned business. It’s what gives us the edge to be competitive in the ever-evolving funeral landscape.”

### Clay Higgins

Higgins Funeral Home  
Fayetteville, TN



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### About The Foresight Companies

At the Foresight Companies, we are passionate about the funeral and cemetery profession. Our business and financial consulting firm has a singular focus, our client’s success. Our mission is to provide solution-based services that guide our clients through the process of strategic change. Our role as a trusted adviser includes Accounting, Financing, Valuations, Merger/Acquisitions and Human Resource and Compliance business services. We understand the business of doing business. This mission is expressed in our corporate motto: Consulting with Insight. That’s [Foresight](#).

To learn more, please visit our website at [theforesightcompanies.com](http://theforesightcompanies.com).